



IBS BULLETIN

"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"

Vol. XIV, No. 2.

December 1953

Foundation Extends Grant To IBS

The Edward W. Hazen Foundation of New Haven, Connecticut, has granted the intercollegiate Broadcasting System an even more generous sum than last year for the support of three program projects.

UN Review is produced at WKCR, Columbia University, by Peter B. Kenen and distributed by tape. The 15-minute show features UN news and an interview with a UN personality. Only 29 stations are currently using the show.

Religion at the News Desk is another 15-minute weekly show, this one in script form. The Yale Divinity School writes the show with a religious interpretation of national and international events. It requires local-live production by one person and has won two national awards.

International House Forum is a half-hour show which is still in the planning stages in New York under the direction of Tak Kako, IBS Program Associate and member of the IBS Board of Directors. The series is expected to include eight shows.

Stations wishing to receive any of these shows should write the Operations Department in Schenectady.

Script Library Moved

During the summer months the IBS Script Library was moved to station KBIL at St. Louis University where it is to be administered by Mr. Charles F. Paterson, IBS Program Associate and advisor to station KBIL.

Mr. Paterson has added over 30 scripts to the library and has mailed all stations a listing of them. The complete listing appears in the Program Production Handbook. Stations who have mislaid this complete listing may order reprints from Mr. Paterson. This service is open to Members, Affiliates, and pending Members.

WRPI Programs WOKO

WRPI at Rensselaer Polytechnic Institute, Troy, N.Y., is currently providing four hours of programs daily to WOKO, a 5kw station in nearby Albany.

From 8 until midnight each evening a variety of music, news, and sports emanates simultaneously from both stations through the WRPI studios. Included in this schedule is "Music From the Podium", the only classical music program heard during mid-evening on any area AM station. Also featured are: a fifteen minute weekly program by R.P.I.'s own "Campus Serenaders" dance orchestra, and two fifteen minute shows weekly by "The Bachelor Four", the campus barbershop quartet.

As an experiment in broadcasting, "Command Performance", a three-and-three-quarter hour program of works too long to otherwise be performed in entirety, was inaugurated. "Command Performance" has presented such works as the entire Glenn Miller Memorial Album, and Shakespeare's HAMLET and MACBETH in one evening.

Mail and telephone response to these programs has been "great and gratifying" according to Frank Gicca, President of Radio Rensselaer, of which WRPI is a part. Another program, "The Nightowl", an all request show, draws an average of twenty phone calls per night.

The staff of WRPI has gained valuable experience from working with WOKO. Announcers have been inspired to do better work because of their connection with a commercial station. In addition, the entire staff has gained an appreciation of the exacting requirements of a commercial station.

Handbooks Out

During the last week of November all IBS stations received two new handbooks.

These two are the *Sales Handbook*, edited and published by Thomas M. Blaisdell, IBS Sales Promotion Manager, and the *Station Executive's Handbook*, edited and published by Richard H. Crompton, Engineering Director and Bulletin Editor. The *Sales Handbook* contains about 27 pages of information valuable to those of the campus station staff who concern themselves with the sale of air time. The *Station Executive's Handbook* is intended as a manual to familiarize the campus station management with the Intercollegiate Broadcasting System.

New Station Relations Manager

IBS is happy to be able to welcome Thomas J. Aylward as the most recent addition to the National Staff.

Mr. Aylward comes to IBS and to the Speech Department of the University of Maryland from the University of Wisconsin. He received his BA there in 1947 and went on to a Masters in television in 1949. During his undergraduate work he worked on WHA, educational FM station at the University of Wisconsin.

The Fund for Adult Education of the Ford Foundation made possible further work toward a Ph.D. Under this grant Mr. Aylward was quite active in radio promotion work, script writing, and other adult educational activities.

Mr. Aylward is conveniently located in College Park, half-way between Baltimore and Washington, where it will be convenient for liason with the other IBS offices. In addition to IBS Station Relations activities, Mr. Aylward is on the Faculty Advisory Board for WMUC at the University of Maryland.

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Advertising

The National advertising representative of IBS, College Radio Corporation, has sent all stations who accept national advertising a large and comprehensive questionnaire which is designed to furnish them with the information required to answer the many questions that they encounter in soliciting contracts for advertising from potential sponsors.

The questionnaire is long and will require considerable time to accurately complete, but it is expected to aid CRC in their efforts to secure sponsors.

CRC recently announced that fifteen spots were contracted for WCBN, the University of Michigan by *Holiday* magazine, and a daily spot until the end of the school year was signed by Camel cigarettes at WCHC, Holy Cross.

The Popular Record Battle

During the past two years Walter Hofer, IBS Public Relations Associate in New York City, has been carrying on a battle to have all IBS stations shipped free releases of all new pop recordings. Although the battle has been a difficult one and is not over yet, the new plan under which a station may receive many of the new releases for the mailing and packaging costs is a step in the winning direction.

Mr. Hofer's first efforts to convince the heads of the larger recording companies that they should add IBS stations to their regular mailing lists to receive promotion discs were opposed. The large number of stations in the System presented too large an expense for packing and shipping. A number of companies offered the aid of their local distributors, but it did not take long to find that the local distributors did not take to the idea of supplying smaller college stations with the already much sought after records.

When presented with this, the distributors agreed to supply their records to one central point, from which it would be the responsibility of IBS to handle the individual distribution. It was from this that the arrangement under which a station may receive shipments of the records delivered to Mr. Hofer by sending in two dollars to help cover the packing and postal charges. Fifty-seven stations immediately responded to this plan which was first launched with new MGM releases of Bob Santa Maria, Fran Warren, and Art Mooney.

Bell Records then supplied 150 of their new releases, and a new company, Benida Records, has agreed to contribute sixty of each of their new records of Mary Mayo and Mark Stuart. Paul Brown and Henry Okun, prominent record promotion men, have supplied Toni Bennett, Bobby Wayne and Toni Arden records.

Mr. Hofer has released this information to the trade papers in an effort to make the other manufacturers aware of this new promotion medium. The necessity of meeting their competition should force the recording companies to recognize IBS as a necessary addition to their distribution lists.

Progress is slow, but it is hoped that another year will see IBS stations receiving a majority of the new releases without charge.

The Regional Directors by Donald Rayment, IBS Regions Coordinator

In this, the first of two such articles, six of the IBS Regional Directors will be introduced to the readers.

The Director of Region One, Donald Walton, is a member of the staff of WBOA, Bowdoin College, Brunswick, Maine. Don is active in hockey, track, the Glee Club, and the dramatic club. He is a Theta Delta Chi man and this is his first semester as a Regional Director.

Thomas Bolger, a Junior at Trinity College in Hartford, is the Director of Region Two. This is his third semester as a regional director, the first two as Director of the old Region One. At station WRTC, Tom has been Production Manager and is currently Program Director.

Mordy Benjamin has just been elected Director of Region Five, the Capital Region, where he formerly served as acting Director. Mordy is a senior Speech major at the University of Maryland where he has served on WMUC as disc jockey, announcer, and presently as Assistant Business Manager. He is a Phi Alpha and the president of the U. of Md. Radio and TV Guild.

Region Seven, the East Central Region is under its second semester of leadership from Victor Horn, a Radio major at Miami University in Oxford, Ohio, where he is on the announcing and engineering staffs of WRMU and WMUB-FM. Vic is also News Director and is a member of Sigma Chi and the A Capella Choir.

Glenn Matthews of WETN, Wheaton College, Wheaton, Illinois, is the new Director of Region Nine, the Mid-states Region. He comes from Minneapolis as a General Science major to serve as Chief Announcer of WETN. He is a member of the concert band, the Pre-Med and the Chem Clubs.

The new Region Eleven is under the guidance of Jack Garner of KEWC, Eastern Washington College of Education, Cheney, Washington. He is co-manager of the station after serving as announcer and as commercial manager. He holds the Speech Key for his debating activities, and is majoring in Radio Speech.

Best Newscast Award Winners Announced

Lucky Strike sponsors an annual contest between those stations carrying the Lucky Strike Newscast series. Each station is to submit three tapes of the Lucky Strike News, one from each of three periods during the course of the year.

A Magnecord tape recorder goes to KVDU, University of Denver, for taking first place this year. The second place winner, KZSU, Stanford University, gets a Gates transcription turntable. WRMU, Miami University, is awarded an RCA 44BX microphone for taking third place. The next five award winners each received \$75 worth of test equipment. They were: KOCU, Creighton University; KDUP, University of Portland; WVBW, Bucknell University; WNYU, New York University; and an eighth place tie between WNDU, Notre Dame, and WRUR, University of Rochester.

WABP To Aid Civil Defense

WABP, University of Alabama, is to operate in cooperation with Civil Defense authorities in the event of military or civil disaster. The station recently announced that plans have been completed for it to remain on the air to broadcast emergency announcements and programs for morale boosting.

WABP utilizes three 10 watt transmitters on 570 kcs. Thus, operation is not in conflict with CONELRAD and power is unsufficient to aid in guiding approaching aircraft.

Regular WABP operation is from noon until 10:15 P.M., however in event of emergency the station will operate continuously.

Tape Exchange Catalog

Berwyn Collentine, Instructor in Radio at Temple University and IBS Program Associate, has issued the first catalog of the Tape Exchange Division of the IBS Program Department.

The catalog lists eighteen different tape programs available to any station which submits a tape to Temple University for the show to be dubbed onto. The System pays the return postage to the station.

The catalog also lists the Norwegian Information Service series "Spirit of the Vikings" discs which may be dubbed off onto tapes. Many of these shows, which are contain excellent musical selections.

The Tape Exchange Division is in need of suitable programs from campus stations for addition to the collection. Please look over the tape shows available at your station that might be sent in.

IBS Stations To Receive 52 New Navy Discs

The Navy Recruiting Service has announced the addition of all IBS stations to their mailing lists for two new series of shows, a total of 52 fifteen minute programs.

The Navy Band is featured on 24 discs with featured soloists. This series is entitled "Join The Navy." The "Broadway in Review" series, consisting of 28 shows, features Broadway Columnist Danton Walker and guest stars Judy Johnson, Pat Marand, Kay Arman, and Jane Pickens.

Two other series are in production. One will feature "down home" music, and the other will be the "Les Brown Show."

WGRN Originates For WSMI

WGRN, Greenville College, will supply program material for local station WSMI in Litchfield five afternoons each week.

Classical music is planned for Mondays, "Round Up of World Affairs" with Dr. Holtwick of the Greenville College faculty on Tuesdays, and live talent presenting vocals and ensembles for Wednesday afternoons. A Collegiate Round-Table is planned for Thursdays to discuss current local and national topics. A devotional program Fridays concludes the week.

Direct telephone lines are provided from the WGRN studios to the WSMI control room for these programs.

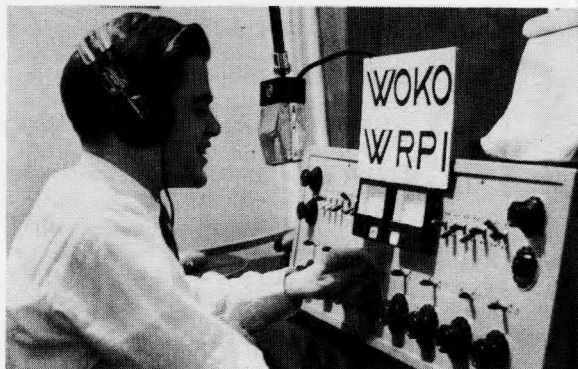
WGRN also has five morning shows and evening programs for the campus audience only.

Two New Series On WKCR

WKCR, Columbia University, has announced two new additions to its program schedule.

A series of five Great Plays adapted for radio and produced live by the staff of WKCR, are to be broadcast one each month. In order of presentation they are "The Trojan Women," "Dr. Faustus," "The Tempest," "Arms and the Man," and "Death of a Salesman." They were selected from five different periods of history and may serve as a Humanities course in The Drama.

Each Wednesday at 5 P.M. local broadcast station WNYC presents a program entitled "Music of the Campus" which is produced by the WKCR staff. One of these programs will feature music written and performed by students and instructors at Columbia Univ.



WRPI, RENSSLAER, PROGRAMMING WOKO



CAPITAL REGION MEETING AT WMWC

IBS Facts

IBS has again instituted the issuance of bi-monthly fact sheets to advertisers and their agencies. The sheets, called *IBS Facts*, were first issued in 1945 to stimulate the advertisers interest in IBS stations. The project was then forgotten after a few had been issued.

The basic idea is to get the college radio picture in front of the agencies handling accounts and the sponsors themselves in a short concise message that will cause them to look further into the idea and eventually buy time over System stations.

IBS Facts are printed attractively in red and black and are being sent directly to the principal advertising agencies throughout the country from the Sales Promotion Department in Schenectady. Copies are also sent to the College Radio Corporation salesmen for distribution to the sponsors and agencies they contact. In addition, a supply is sent the Public Relations Office in New York with the thought that through its contacts some sponsors or agencies may be interested in college radio sales.

It is hoped that the *IBS Facts* will bring college radio more and more to the attention of the time buyers and sponsors.

POPS DIRECT NOW!

Bell Records, 630 Fifth Avenue, New York, has announced the addition of all IBS stations to their mailing lists to receive new record releases.

Our thanks to Bell Records!

Engineering...

The Linear R F Amplifier

In this issue we will describe the situation under which use of this unit is desirable. Space in the January BULLETIN will be devoted to a detailed discussion of the construction of a linear RF amplifier with the aid of little more than a screwdriver and a soldering iron.

The linear RF amplifier is a device all too infrequently put to use at the campus station. It's cost, simplicity, and operational benefits make it the best choice for use at most institutions with wide-spread campus living areas. Many stations resort to additional transmitters or to greater power when one or more simple linear RF amplifiers would have been a more satisfactory solution.

The basic idea is simply that of utilizing one central low-power transmitter to feed a number of twisted-pair overhead or coaxial underground lines. These lines may terminate with coupling into the 110v AC supply of a building or group of buildings. The use of these lines by no means assures the conveyance of a sufficient amount of energy to an area. The matching of the long lines to the transmitter output and building wiring, and the length and composition of the lines used, will greatly affect the power delivered to the load, as well as will the amount of power delivered to the transmitter end of the long feed lines. The ways in which the power delivered to the load may be increased are then: 1) use good

quality lines; 2) improve matching at both ends; 3) minimize line length; and 4) by amplifying that power which is delivered to the load. The way *not* to increase the power is by building a bigger transmitter, for this only multiplies the other losses and causes excess radiation troubles. Amplifying the power delivered to the load is the often overlooked solution that we are concerned with here.

The linear RF amplifier takes the form of a small, self-contained, continuously operating unit which is connected between the end of the line from the transmitter and the building wiring or whatever other system is used as the radiation medium. It is a selective amplifier which is pre-tuned to accept and amplify only the RF signal which is incoming from the main transmitter via long wires over the campus. The unit to be described in the next issue will be a typical one using a 6V6 tube as an amplifier and an additional tube for the self-contained power supply. Because the amplifier is small and requires no adjustments over long periods of time, it may be built into a small metal box and secured in a remote corner or storage closet where it is out of reach of prying fingers.

The linear RF amplifier does not pretend to overcome all problems, it still costs money and it still requires the overhead or underground feed lines bringing it the RF energy from the transmitter. If your transmission system has not been able to keep up with the expansion of your campus, or if it is due retirement after a long life of hard work and abuse, we suggest you give consideration to using the system outlined here.

New IBS Stations

The month of November say the IBS membership lists pass the 110 mark. Those new stations are: WGBB Bennington College, Bennington, Vermont; WBRB Brandeis University, Waltham, Massachusetts; KARL Carleton College, Northfield, Minnesota; WCBM University of Michigan, Ann Arbor, Michigan; KNMC Northern Montana College, Havre, Montana; Pacific University, Forest Grove, Oregon; and Western Reserve University, Cleveland, Ohio.

Here are some **IBS. Facts . .**

Are you looking for a Rating?

Are you looking for a Share?

We have it.

Ask to see the results survey conducted at 57 universities; a sample of 27,000 college students.

...for the figures, contact:
College Radio Corporation
440 Fifth Avenue
New York 17, New York

Here are some **IBS. Facts . .**

In a survey conducted at 57 colleges:

College stations were on the air an average of 4.74 hours per day. These stations were listened to by students an average of 1.26 hours per day.

Standard stations were on the air an average of 19 to 24 hours per day. These stations were listened to by students an average of 1.10 hours per day.

When students listen to the radio (which is a lot of the time), they listen to the campus station most. Why don't YOU join those who have found that college RADIO is the way to reach the student?

...for the figures, contact:
College Radio Corporation
440 Fifth Avenue
New York 17, New York

INTERCOLLEGIATE BROADCASTING SYSTEM